

Ecommerce Analysis Report

I am hired as a junior analyst at an e-commerce company to analyze their raw transaction logs.

The executive team is interested in understanding how well the website is converting product page views into purchases. My job is to create a conversion funnel to better understand how users interact with the website.

The company wants to build acquisition cohorts based on the month of a user's first purchase, and they want to track cohort metrics month by month.

The last steps of the analysis are to aggregate the purchase data into cohorts and then calculate retention rates for each cohort month by month.

Analysis

Analysis	Description
Raw Data	shows 3 types of events, their date, and the user and offers data that is used to show retention rates and conversion percentages.
Conversion Funnel	A Glimpse at the 3 types of events and a unique count of user id's allows us to calculate conversion percentages and conversion to the next step percentages
Retention Rates	5 cohorts listed by month of first purchase and the 4 months of retention potential, percentages shows a very weak retention program across the board.

Conclusions

Results	Synopsis
Conversion Funnel	Only 10% of viewers end up making a purchase, while about 33% converted from the step of cart to purchase
Retention Rates	The September cohort peaked at around 12% after the first month, with all levels falling to nearly zero after the four months of study

Recommendations

- Since only 10% of product page viewers make a purchase, add urgency triggers (e.g., limited-time offers, stock countdowns) to encourage immediate conversion.

Simplify the add-to-cart process, reduce page clutter, and ensure it's mobile-friendly.

Implement cart abandonment emails or browser notifications, offer time-sensitive discounts for users with items in cart, display trust signals (security badges, return policies) at checkout.

Offer loyalty programs or referral bonuses to keep users engaged past their first purchase.

- For users who haven't returned within 30/60/90 days:
- Send targeted win-back emails with exclusive offers, use retargeting ads based on products they previously viewed or purchased.